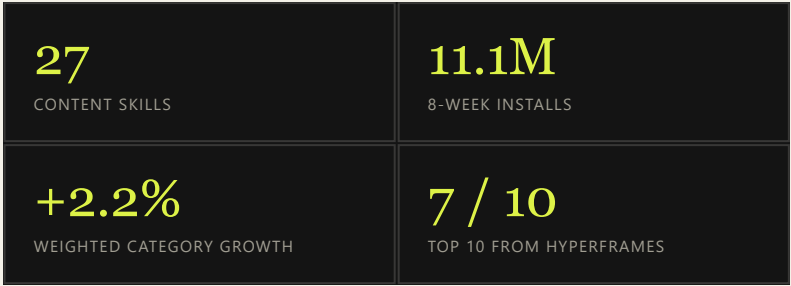


CATEGORY REPORT / CONTENT

Content is the biggest category. One repo owns the top.

A sample of the one-page report a category sponsor receives. It shows where installs sit, which repositories dominate, and where a challenger can still enter.



Top content Skills by 8-week installs

Public skills.sh install telemetry · not market-wide

SKILL	REPOSITORY	8-WEEK INSTALLS	WOW	SHARE OF CATEGORY
ai-video-generation	101-skills/superpowers	802,594	-6.7%	
hyperframes-cli	heygen-com/hyperframes	675,163	+8.1%	
media-use	heygen-com/hyperframes	661,180	+0.7%	
ai-image-generation	magentosh/superpowers	646,206	+14.2%	
ai-avatar-video	magentosh/superpowers	645,832	+14.2%	

What the data says

- Content is a portfolio, not one product.** Video, image, avatar, audio, and Hyperframes each have separate install bases. A sponsor can own a sub-category instead of fighting the whole category.
- Hyperframes has a bundle advantage.** Seven of the top ten content Skills come from one repository. That is a distribution signal, not proof of independent demand.
- The challenger angle is rising sub-categories.** AI image and avatar video are growing at roughly +14% week over week while the top video Skill is down. That is where a newer product can enter.

ONE CATEGORY / ONE SPONSOR

RMB 10,000

About USD 1,400. One content-category sponsorship: custom report, 7-day homepage and category placement, one X post, one Xiaohongshu post, permanent URL.

Sponsorship is labeled. Ranking and data do not change.

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